

# **2006 Survey of ABC Licensees**

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## **Study Background**

The Virginia Department of Alcoholic Beverage Control (ABC) contracted with the VCU Survey and Evaluation Research Laboratory (SERL) to conduct a telephone survey of ABC licensees in order to gather information about their perceptions of and attitudes toward ABC. The survey was conducted May 17 through June 2, 2006. The final sample consisted of 800 respondents, selected randomly from a database of licensees provided by the Department of ABC. The questions asked on behalf of ABC dealt with: the mission of the Department of ABC; ABC information, agents, and inspections; awareness of and satisfaction with ABC services; importance of ABC services; the ABC quarterly newsletter; Web site usage; and evaluation of ABC stores.

This survey was similar to surveys conducted for the Department of ABC in 2002 and 2004, but it also contained several questions that were different from those on previous surveys.

## **Overview of Statewide Findings**

### **I. Mission**

- About half (49 %) of the licensees surveyed were either extremely satisfied or very satisfied with the customer service provided by the Department of ABC. This result was not significantly different from the 2004 survey result, in which 51 % of the licensees were extremely or very satisfied.
- 58 % of the licensees said that the Department was extremely effective or very effective in promoting the responsible sale and consumption of alcoholic beverages. This result was significantly lower than in 2004, when 73 % responded that the Department was extremely or very effective.

### **II. Information, Agents and Inspections**

- Two thirds (67 %) of the respondents said that the information provided by the Department about laws and regulations was extremely clear or very clear. This result was down significantly from 2004, when 80 % of the licensee respondents said the information was extremely or very clear.
- Seven in ten (70 %) of the licensees said that the guidance from ABC agents about their responsibilities as a license holder was either extremely clear or very clear. This result was also down significantly from the 2004 survey result—82 % said then that the guidance was extremely or very clear.
- 85 % of the licensees said that information about laws and regulations was extremely or very important to them, while 74 % said that guidance from agents about licensee responsibilities was extremely or very important.
- 94 % of the licensees said they knew who their ABC agent was. This percentage was about the same as the result in 2004 (95 %).
- Virtually all of the licensees (99 %) said they knew how to contact their ABC agent or regional office if they needed assistance. This percentage was higher than the percentage in 2004 (93 %), but the improvement may be due to a slight change in question wording.
- 83 % of the licensees said that their ABC agent conducted an inspection in the last 12 months, up from 72 % in the 2004 survey. Again, the improvement may be due to a change in the wording of the question.

- Of the licensees who reported that an inspection had been done, 77 % said that the inspection provided feedback that would provide a great deal or quite a lot of help. This percentage was similar to the result in the 2004 survey (78 %).

### **III. Awareness of and Satisfaction with ABC Programs and Services**

- Awareness and importance of programs and services is very high:
  - 99 % of the licensees had heard of the toll-free number for reporting violations, the same percentage as in 2004. 57 % said this service was extremely or very important.
  - 98 % of the licensees had heard of training programs on responsible sales and serving, also unchanged from 2004. 62 % said that these training programs were extremely or very important.
  - All but a few licensees—100 % after rounding—had heard of “do not sell” stickers or date decals, the same percentage as in 2004. 73 % said these stickers were extremely or very important.
  - 99 % of the licensees had heard of ABC publications or brochures on selling and serving responsibly, just as in 2004. 63 % said these printed materials were extremely or very important.
- Usage of services is markedly different than awareness:
  - 6 % of the licensees had used the toll-free number for reporting violations.
  - 31 % of the licensees had taken part in training programs on responsible sales and serving.
  - 89 % of the licensees had used “do not sell” stickers or date decals.
  - 90 % of the licensees had read any of the ABC publications or brochures about selling and serving responsibly.
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- Among the licensees who had used the various services:
  - 42 % were extremely or very satisfied with the toll-free number for reporting violations (though the number of respondents to this question was very small).
  - 56 % were extremely or very satisfied with the most recent training program they had attended on responsible sales and serving.
  - 67 % were extremely or very satisfied with the “do not sell” stickers and date decals.
  - 52 % were extremely or very satisfied with the content the last time they had read an ABC publication or brochure.
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- 22 % of the respondents offered suggestions for additional programs and services. Of these suggestions, the three most frequent suggestions were for: (a) better feedback/guidance/communication from ABC (13 %); (b) more programs/training in general (12 %); and (c) more publications on different topics sent to establishments (9 %).

### **IV. The ABC Quarterly Newsletter**

- Licensees rated the importance of various newsletter topics. These topics, and the corresponding percentage of licensees who deemed them extremely or very important, are as follows:
  - A list of ABC violations and penalties: 52 %.
  - Legislation updates and changes impacting licensees: 75 %.
  - How to apply ABC regulations: 70 %.
  - Alcohol education and abuse prevention information: 65 %.
  - Information on training for responsible selling and serving: 69 %.
  - Features on noteworthy licensees: 40 %.

## **V. Web Site Usage**

- 25 % of the respondents said they had used the ABC Web site, up from 17 % in 2004. The people who had used the Web site were asked if they had used it for specific reasons. These reasons, and the percentage of Web site users who had consulted the Web site for that purpose, are as follows:
  - Product or pricelist information: 27 %, down from 39 % in 2004.
  - Licensing and renewal information: 41 %, down from 56 % in 2004.
  - Downloading forms: 47 %, not significantly different from the 44 % in 2004.
  - Alcohol education or abuse prevention information: 43 %, down from 60 % in 2004.
  - Looking up laws or regulations: 74 %, down from 78 % in 2004.

## **VI. Evaluation of ABC Stores**

- 37 % of the licensees surveyed held mixed beverage licenses, similar to the 35 % in the 2004 survey. The mixed beverage licensees provided the following assessments of ABC stores:
  - 61 % rated the variety of products available as excellent or very good, down from 67 % in 2004.
  - 61 % rated the convenience of store hours as excellent or very good, not significantly different from the 59 % in 2004.
  - 66 % rated the convenience of store locations as excellent or very good, the same as in 2004.
  - 63 % rated the access to pickup areas from the rear of the store as excellent or very good, not significantly different from the 62 % in 2004.
  - 83 % said the staff at ABC stores provides helpful service either always or most of the time, not significantly different from the 85 % in 2004.
  - 77 % said the staff at ABC stores are well-informed about products either always or most of the time, not significantly different from the 80 % in 2004.
- 49 % of the licensees holding mixed beverage licenses said they would be very or somewhat likely to use an ABC store on Sundays, not significantly different from the 47 % who responded this way in 2004.
- 63 % said they would be very or somewhat likely to place orders through the ABC Web site, not significantly different from the 60 % who responded in this way in 2004.
- Overall, 73 % of the licensees holding mixed beverage licenses said they were extremely or very satisfied with the customer service provided by ABC stores, not significantly different from the 75 % who said they were extremely or very satisfied in 2004.

## **VII. Job Titles**

- 82 % of all the licensees surveyed reported their job title as manager (44 %) or owner (38 %).

**Virginia Department of Alcoholic Beverage Control**  
**Licensee Survey**  
 May 17—June 2, 2006  
 800 Respondents  
 Margin of sampling error +/- 3.5 percentage points

**I. Mission**

<b>Q1. Overall, how satisfied are you with the customer service provided by the Department?</b>	<b>2006</b>	<b>2004</b>
Extremely satisfied	17%	17%
Very satisfied	32%	34%
Satisfied	43%	42%
Not too satisfied	3%	2%
Not at all satisfied	1%	2%
Don't know/No Answer	4%	4%

<b>Q2. How effective is the Department in promoting the responsible sale and consumption of alcoholic beverages?</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
Extremely effective	19%	22%	21%
Very effective	39%	51%	50%
Effective	31%	18%	18%
Not too effective	4%	2%	3%
Not at all effective	2%	1%	1%
Don't know/No Answer	5%	5%	7%

**II. Information, Agents, and Inspections**

<b>Q3. How clear is the information provided by the Department about the laws and regulations?</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
Extremely clear	28%	31%	33%
Very clear	39%	49%	46%
Clear	26%	15%	16%
Not too clear	5%	3%	2%
Not at all clear	1%	1%	1%
Don't know- No Answer	1%	0%	1%

<b>Q4. How important is the information on laws and regulations to you?</b>	<b>2006</b>
Extremely important	55%
Very important	30%
Important	13%
Not too important	2%
Not at all important	1%
Don't know/No answer	0%

<b>Q5. How clear is the guidance from ABC agents about your responsibilities as a license holder?</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
Extremely clear	33%	33%	36%
Very clear	37%	49%	46%
Clear	23%	12%	11%
Not too clear	4%	3%	2%
Not at all clear	1%	0%	1%
Don't know –No answer	3%	2%	4%

<b>Q6. How important to you is this guidance from ABC Agents?</b>	<b>2006</b>
Extremely important	41%
Very important	33%
Important	23%
Not too important	1%
Not at all important	0%
Don't know – No Answer	2%

<b>Q7. Do you happen to know who the ABC agent is who is assigned to your establishment?<sup>1</sup></b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
Yes	46%	41%	40%
No	48%	54%	60%
Don't know-No answer	5%	5%	0%

<b>Q8. If you need assistance, do you know how to contact your ABC agent or regional office?<sup>2</sup></b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
Yes	89%	68%	63%
No	10%	25%	37%
Know phone number only (volunteered)	N/A	4%	0%
Don't know – No Answer	2%	2%	0%

<sup>1</sup> The wording of this question was slightly different compared to the 2004 survey. In 2004, the question was, "Do you happen to know the name of the agent assigned to your establishment?"

<sup>2</sup> The wording of this question was slightly different compared to the 2004 survey. In 2004, the question was, "Do you know the location of the regional office that you can contact for additional assistance?"

<b>Q9. To the best of your knowledge, did your agent conduct an inspection in the last 12 months?<sup>3</sup></b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
<b>Yes</b>	<b>67%</b>	<b>59%</b>	<b>67%</b>
<b>No</b>	<b>16%</b>	<b>13%</b>	<b>20%</b>
<b>Don't know if inspection occurred</b>	<b>N/A</b>	<b>24%</b>	<b>N/A</b>
<b>Don't know – No Answer</b>	<b>18%</b>	<b>5%</b>	<b>13%</b>

The following question was asked of those who answered “yes” to Q9:

<b>Q10. To what extent did the inspection provide feedback that will help your business or group avoid future violations?</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
<b>A great deal</b>	<b>47%</b>	<b>46%</b>	<b>42%</b>
<b>Quite a lot</b>	<b>30%</b>	<b>32%</b>	<b>32%</b>
<b>Not much</b>	<b>13%</b>	<b>10%</b>	<b>12%</b>
<b>Not at all</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>
<b>Don't know – No answer</b>	<b>8%</b>	<b>8%</b>	<b>9%</b>
<b>Number of cases</b>	<b>533</b>	<b>429</b>	<b>549</b>

### III. Awareness of and Satisfaction with ABC Programs and Services

We'd like to know if you have heard of some of the services and programs offered by the Department of ABC. For each, please tell me whether or not you have heard about this before.

<b>Q11. Have you heard of a toll free phone number where you can report suspected violations of ABC laws?</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
<b>Yes</b>	<b>57%</b>	<b>65%</b>	<b>61%</b>
<b>No</b>	<b>42%</b>	<b>34%</b>	<b>37%</b>
<b>Don't know – No answer</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>

<sup>3</sup> The wording of this question was slightly different compared to the 2004 and 2002 surveys. In 2004, the question was, “Did your agent conduct an inspection in the last 12 months, or not, or don't you know whether or not an inspection took place in the last 12 months?” In 2002, the question was, “Has your agent conducted an inspection in the last 12 months?”

<b>Q11a. Have you ever used the toll free number?</b>	<b>2006</b>
Yes	6%
No	94%
Don't know- No Answer	0%
<b>Number of cases</b>	<b>453</b>

<b>Q11b. Thinking about the last time you used the toll-free phone number to report suspected violations of ABC laws, were you extremely satisfied, very satisfied, satisfied, not too satisfied, or not at all satisfied with that service?</b>	<b>2006</b>
Extremely satisfied	19%
Very satisfied	23%
Satisfied	27%
Not too satisfied	8%
Not at all satisfied	12%
Don't know – No answer	12%
<b>Number of cases</b>	<b>26</b>

<b>Q12. Have you heard of training programs on responsible sales and serving such as RSVP (Responsible Server Virginia Program) or MART (Manager's Alcohol Responsibility Training)?<sup>4</sup></b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
Yes	73%	74%	69%
No	25%	24%	29%
Don't know- No Answer	2%	1%	2%

<b>Q12a. Have you ever participated in any of these training programs?</b>	<b>2006</b>
Yes	31%
No	68%
Don't know- No Answer	1%
<b>Number of cases</b>	<b>587</b>

<b>Q12b. Thinking about the last time you attended one of these training programs, were you extremely satisfied, very satisfied, satisfied, not too satisfied, or not at all satisfied with the program?</b>	<b>2006</b>
Extremely satisfied	23%
Very satisfied	33%
Satisfied	40%
Not too satisfied	2%
Not at all satisfied	1%
Don't know- No Answer	2%
<b>Number of cases</b>	<b>181</b>

<sup>4</sup> The wording of this question was slightly different compared to the 2004 and 2002 surveys. In 2004, the question referred to TIPS and MART, while in 2002, the question referred to TIPS only.

<b>Q13. Have you heard of “do not sell” stickers or date decals provided by ABC to assist in carding for sales and service?<sup>5</sup></b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
<b>Yes</b>	<b>91%</b>	<b>85%</b>	<b>80%</b>
<b>No</b>	<b>9%</b>	<b>15%</b>	<b>18%</b>
<b>Don't know/ No Answer</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>

<b>Q13a. Have you ever used “do not sell” stickers or date decals?</b>	<b>2006</b>
<b>Yes</b>	<b>89%</b>
<b>No</b>	<b>11%</b>
<b>Don't know- No Answer</b>	<b>1%</b>
<b>Number of cases</b>	<b>724</b>

<b>Q13b. Thinking about the last time you used “do not sell” stickers or date decals, were you extremely satisfied, very satisfied, satisfied, not too satisfied, or not at all satisfied with them?</b>	<b>2006</b>
<b>Extremely satisfied</b>	<b>35%</b>
<b>Very satisfied</b>	<b>32%</b>
<b>Satisfied</b>	<b>32%</b>
<b>Not too satisfied</b>	<b>1%</b>
<b>Not at all satisfied</b>	<b>0%</b>
<b>Don't know- No Answer</b>	<b>0%</b>
<b>Number of cases</b>	<b>641</b>

<b>Q14. Have you heard of publications or brochures on selling and serving responsibly by the Department of ABC?</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
<b>Yes</b>	<b>82%</b>	<b>86%</b>	<b>79%</b>
<b>No</b>	<b>17%</b>	<b>13%</b>	<b>20%</b>
<b>Don't know- No Answer</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>

<b>Q14a. Have you ever read any of these publications or brochures?</b>	<b>2006</b>
<b>Yes</b>	<b>90%</b>
<b>No</b>	<b>9%</b>
<b>Don't know- No Answer</b>	<b>1%</b>
<b>Number of cases</b>	<b>654</b>

<b>Q14b. Thinking about the last time you read an ABC publication or brochure about selling and serving responsibly, were you extremely satisfied, very satisfied, satisfied, not too satisfied, or not at all satisfied with its content?</b>	<b>2006</b>
<b>Extremely satisfied</b>	<b>16%</b>
<b>Very satisfied</b>	<b>36%</b>
<b>Satisfied</b>	<b>45%</b>
<b>Not too satisfied</b>	<b>1%</b>
<b>Not at all satisfied</b>	<b>1%</b>
<b>Don't know- No Answer</b>	<b>0%</b>
<b>Number of cases</b>	<b>589</b>

<sup>5</sup> The wording of this question was slightly different compared to the 2004. In 2004, the question did not contain the phrase, “provided by ABC to assist in carding for sales and service.”



#### IV. Importance of ABC Services

Please rate how important to your business and license the following list of services and programs offered by the Department of ABC

<b>Q15. How important is the toll free phone number where you can report suspected violations of ABC laws?</b>	<b>2006</b>
Extremely important	25%
Very important	32%
Important	32%
Not too important	6%
Not at all important	2%
Don't know- No Answer	1%

<b>Q16. How important are training programs on responsible sales and serving such as RSVP (Responsible Server Virginia Program) or MART (Manager's Alcohol Responsibility Training)?</b>	<b>2006</b>
Extremely important	25%
Very important	37%
Important	30%
Not too important	6%
Not at all important	1%
Don't know- No Answer	2%

<b>Q17. How important are "do not sell" stickers or date decals provided by ABC to assist in carding for sales and service?</b>	<b>2006</b>
Extremely important	36%
Very important	37%
Important	20%
Not too important	4%
Not at all important	2%
Don't know- No Answer	1%

<b>Q18. How important are ABC publications or brochure about selling and serving responsibly?</b>	<b>2006</b>
Extremely important	25%
Very important	38%
Important	32%
Not too important	4%
Not at all important	1%
Don't know – No answer	2%

<b>Q19. Do you have any suggestions for additional services or programs you would like to see offered by the Department of ABC that currently are not offered?</b>	<b>2006</b>
<b>Yes</b>	<b>22%</b>
<b>No</b>	<b>77%</b>
<b>Don't know – No answer</b>	<b>1%</b>

<b>Q20. What services or programs would you like to see offered by the Department of ABC?</b>	<b>2006</b>
Better feedback/ guidance/ communication from ABC	13%
Offer more programs/trainings (in general)	12%
More publications on different topics sent to establishments	9%
More programs offered in local areas	8%
Clarification on advertising in establishments	4%
Programs on fake licenses/info on all different types of IDs	7%
Clarification/communication on legislation issues	7%
More face to face agent visits to establishments	6%
Delivery of items to the establishment	3%
Stickers with a date and/or 1-800 number	3%
More information about inspections	2%
More alcohol awareness programs for minors	2%
Other	22%
Don't Know No Answer	3%

Verbatim comments for Question 20 are attached at the end of this section beginning on page 15.

## V. The ABC Quarterly Newsletter

The Department of ABC provides a quarterly newsletter to all ABC licensees. The following is a list of possible topics for this newsletter. Please tell me how important it is to include the topic in the newsletter.

<b>Q21. A list of recent ABC violations and penalties?</b>	<b>2006</b>
Extremely important	22%
Very important	30%
Important	35%
Not too important	10%
Not at all important	2%
Don't know – No answer	1%

<b>Q22. Legislation updates and changes that impact or apply to ABC licensees?</b>	<b>2006</b>
Extremely important	37%
Very important	38%
Important	22%
Not too important	2%
Not at all important	0%
Don't know – No answer	2%

<b>Q23. How to apply ABC regulations to your business?</b>	<b>2006</b>
Extremely important	33%
Very important	37%
Important	28%
Not too important	1%
Not at all important	1%
Don't know – No answer	1%

<b>Q24. Alcohol education and abuse prevention information?</b>	<b>2006</b>
Extremely important	30%
Very important	35%
Important	29%
Not too important	5%
Not at all important	1%
Don't know – No answer	0%

<b>Q25. Information on training for responsible selling and serving?</b>	<b>2006</b>
Extremely important	32%
Very important	37%
Important	26%
Not too important	4%
Not at all important	1%
Don't know – No answer	0%

<b>Q26. Features on noteworthy licensees?</b>	<b>2006</b>
Extremely important	14%
Very important	26%
Important	40%
Not too important	11%
Not at all important	3%
Don't know – No answer	8%

## VI. Web Site Usage

<b>Q27. Have you ever used the ABC web site?</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
Yes	25%	17%	6%
No	74%	83%	94%
Don't know – No answer	1%	0%	0%

Questions Q28 through Q32 were asked of those who answered “yes” to Q27,

<b>Q28. Have you ever used the ABC web site for product or pricelist information?</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
Yes	27%	39%	36%
No	72%	60%	63%
Don't know - No Answer	0%	0%	0%
Number of cases	203	136	47

<b>Q29. Have you ever used the ABC web site for licensing and renewal information?</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
Yes	41%	56%	47%
No	59%	44%	53%
Don't know – No answer	0%	0%	0%
Number of cases	203	136	47

<b>Q30. Have you ever used the ABC web site to find Department forms to download?</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
Yes	47%	44%	40%
No	53%	54%	57%
Don't know-No answer	0%	2%	2%
Number of cases	203	136	47

<b>Q31. Have you ever used the ABC web site for alcohol education or abuse prevention information?</b>	<b>2006</b>	<b>2004</b>
Yes	43%	60%
No	56%	38%
Don't know-no answer	1%	1%
Number of cases	203	136

<b>Q32. Have you ever used the ABC web site to look up laws or regulations?</b>	<b>2006</b>	<b>2004</b>
Yes	74%	78%
No	26%	22%
Don't know-No answer	0%	0%
Number of cases	203	136

## VII. Evaluation of ABC Stores

<b>Q33. My next few questions concern mixed beverage services. Do you hold a mixed beverage license?</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
Yes	37%	35%	31%
No	61%	64%	67%
Don't know-No answer	3%	1%	3%

Questions Q34 through Q42 were asked of those who answered “yes” to Q33:.

I'd like you to rate the ABC stores on each of the following as excellent, very good, good, fair, or poor.

<b>Q34. The variety of products available in ABC stores?</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
Excellent	31%	35%	34%
Very good	30%	32%	29%
Good	29%	20%	25%
Fair	6%	8%	7%
Poor	2%	2%	2%
Don't Know-No answer	1%	1%	2%
Number of cases	293	279	249

<b>Q35. Convenience of store hours?</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
Excellent	31%	30%	29%
Very good	30%	29%	31%
Good	29%	29%	24%
Fair	6%	6%	10%
Poor	3%	3%	2%
Don't Know-No answer	1%	1%	2%
Number of cases	293	279	249

<b>Q36. Convenience of store locations?</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
Excellent	38%	32%	35%
Very good	28%	34%	28%
Good	27%	24%	24%
Fair	2%	6%	5%
Poor	3%	2%	6%
Don't Know-No answer	2%	1%	1%
Number of cases	293	279	249

<b>Q37. Access to pickup areas from the parking lot or rear of the store?</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
Excellent	33%	33%	28%
Very good	30%	29%	30%
Good	25%	25%	26%
Fair	6%	4%	8%
Poor	3%	5%	2%
Don't Know- No Answer	3%	3%	6%
Number of cases	293	279	249

<b>Q38. How often would you say the staff at ABC stores provides helpful service?</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
Always	59%	61%	55%
Most of the time	24%	24%	31%
Sometimes	12%	8%	8%
Not too often	3%	4%	2%
Never	0%	1%	0%
Don't Know-No answer	1%	1%	5%
<b>Number of cases</b>	<b>293</b>	<b>279</b>	<b>249</b>

<b>Q39. How often would you say the staff at ABC stores are well informed about the products?</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
Always	42%	43%	40%
Most of the time	35%	37%	37%
Sometimes	15%	12%	15%
Not too often	3%	4%	2%
Never	0%	0%	0%
Don't Know-No answer	4%	4%	6%
<b>Number of cases</b>	<b>293</b>	<b>279</b>	<b>249</b>

<b>Q40. The Department currently offers store hours on Sundays in some locations. How likely would you be to use an ABC store for your establishment on Sundays?</b>	<b>2006</b>	<b>2004</b>
Very likely	24%	26%
Somewhat likely	25%	21%
Not too likely	23%	23%
Not at all likely	28%	29%
Don't know-No Answer	1%	1%
<b>Number of cases</b>	<b>293</b>	<b>279</b>

<b>Q41. The Department is considering an option to allow orders to be placed through the ABC Web site. How likely would you be to place orders for your establishment through the ABC Web site if that service were available?</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>
Very likely	48%	40%	42%
Somewhat likely	15%	20%	15%
Not too likely	13%	15%	13%
Not at all likely	22%	23%	26%
Don't know – No Answer	2%	1%	5%
<b>Number of cases</b>	<b>293</b>	<b>279</b>	<b>249</b>

<b>Q42. Overall, how satisfied are you with the customer service provided by ABC stores?</b>	<b>2006</b>	<b>2004</b>
Extremely satisfied	37%	33%
Very satisfied	36%	42%
Satisfied	23%	20%
Not too satisfied	3%	2%
Not at all satisfied	1%	1%
Don't know	1%	1%
No answer	0%	1%
<b>Number of cases</b>	<b>293</b>	<b>279</b>

<b>Job Titles for the Respondents to the Licensee survey.</b>	<b>2006</b>
Owner	38%
Manager	44%
Assistant Manager	8%
ABC Manager	6%
President	1%
Owner & Manager	1%
Manager & ABC Manager	1%
Other	1%

**ABC Licensee Phone Survey - 2006**  
**Verbatim Comments for Question 20**

**Qu 20. What services or programs would you like to see offered by the Department of ABC?**

**Mixed Beverage License Holders**

**Store & Products**

- Unable to get all the products we need, special orders not being filled
- Ordering liquor without going to the store.
- Delivery of products. **(3 responses)**
- Deliver liquor to the establishment (instead of having to pick up) . **(2 responses)**
- A person that works for the dept was very rude when the manager put in his order and it was not the best service
- Flexible with distributing products as far as expirations.
- To keep items always on sale

**Training**

- We would like to have instructor training program for the establishments
- More staff to come out and help check id's- a lot of college students. Also work with the businesses more trying to catch fake id's.
- I wish they offered more things geographically closer to us.
- More programs on fake licenses.
- Would like to send more employees to training programs, but they are further away, and wants the programs to come to their Store to train them.
- To giving a video for training employees.
- Offer more programs
- More community forums where ABC agents and licensee get together and talk about the mutual problems and way to solve them.
- Voluntary seminar that would help identify fake ID'. See and feel them
- They should have training classes.
- A more condensed version of a 'tips' class.
- More flexibility for hours for training seminars.
- Offer classes in small localities.
- Better hours on the tips training because it's like the ABC agents want to do it while we're at work. They should put more flexible hours.

**Publications & Materials**

- If you cannot attend all training meetings then maybe a pamphlet with information about fake ID's or new developments on fake id's that would be helpful to the managers and employees. Also progress reports on restaurants for holes on the establishments and specific instructions or criticism on carding minors, and feedback on processes that are currently taking place that they feel can be improved related to the consumption on alcohol.
- Maybe the publications about the ABC rules ex: whether minors can sit at the bar, how to scrape bottles and whether or not you can accept gifts from vendors and how many drinks can you serve one customer is enough. In training a lot of rules are there (you shouldn't have to send for the handbook; it should be given to you; I always have to call and expressly ask for some- and they barely knew what I was talking about
- Always send information to those who hold ABC licenses.
- Some phone number to ask about the law.
- Respondent would like to have information from ABC about violations provided to them in Spanish language. Respondent needs this Spanish language information for two of his employees.
- I would like to see a publication of all the ABC laws sent to all the licensees.
- Want more date decal stickers.
- A device that would make it easier to see whether IDs are fake or real.
- A sticker with phone number that they can call immediately
- Updated information given to establishment

**Qu 20. What services or programs would you like to see offered by the Department of ABC?**  
**(Continued)**

**Mixed Beverage License Holders (continued)**

**ABC Agents**

- Our agent is an awesome agent very informative and available.
- I would like to see an agent at some point, because I have not seen one in four years.
- An alternative number to a different agent b/c she can never get in touch with him and it is very rare that he calls back.
- For it to be easier to reach your agent.
- I think this survey should be mandatory. The classes should be mandatory. If your agent is supervising your business the ABC agent should call you back when you call for a question and the agents should be more comprehensive and thorough.
- The actual ABC agents coming into the establishment more to speak with management and staff. Within the eight years I have worked in the establishment I have only seen three agents come in.
- Prompt callbacks when you attempt to speak to an agent.
- A few years ago there was a lot more personal interaction. I don't want agents in there all the time, but it would be nice to have some one to stop by just to chit chat for a while;
- I would like an appointment with an ABC agent to talk about it

**Laws & Regulations & Statutes**

- The laws regarding the waitress and bartenders. What things they should look out for and when someone should get cut off. The department needs to set some limits and describe them to them under the law, and the consequence in selling alcohol to minors.
- A little bit more hands on in a tutorial way. It seems like it's more of an adversarial relationship. They seem to look for what you're doing wrong instead of letting you know what you're doing right.
- Would like to understand better some of their rules because they are so bizarre.
- More clarity on internal info
- Clearer guidelines on issues of percentages of sales- more discussions on hands on operational issues
- If they were very aware of selling alcohol to minors they would be more cautious.
- Wants to see services on food/beverage split so they can do better.
- Reasons why not serving underage or intoxicated people, in depth more about the results and the reasons about why it's important to follow the laws - stress on the effects /
- ABC should be more strict with disciplinary actions against minors. Especially with fake IDs. Would like to see more laws against people who had violations getting another license.
- Somebody come here already drunk that walked here; am I responsible; if I don't see them come in; because it's very difficult to know if someone has a fake ID
- Clarification on what type of specials or discounts the establishment can offer to their guests and clarification of what can be advertised.
- Would like to find out more about what they can have in there, i.e. coasters and things of that nature from the beer people. Wants To know what the business can have from the distributors.
- Clarity on laws.
- For any new business owner for any business changing hands, it should be easier to transfer ABC license for an on-going business. This business has changed ownership and there's a waiting period to change licenses from 30-60 days and I've been waiting. We can't sell alcohol while we're waiting and had to lay off two bartenders.
- Respondent wants to know how they can prove that ids shown to them are legitimate. he said a lot of people bring in many different types of ids: military id, college id. Respondent feels there should be just one state id should be used for alcohol purposes
- I like to see the opportunity for individuals to open up their own ABC stores
- Better understanding of the laws and regulations and to change some of them. Some of them are, in his opinion, stupid laws. VA stores has more rights to selling products than restaurant do.
- To privatize selling of alcohol
- Programs to offer guidance for the record, and inspection.



**Qu 20. What services or programs would you like to see offered by the Department of ABC?  
(Continued)**

**Non-Mixed Beverage License Holders**

**Education & Training**

- More alcohol awareness in schools
- Seminars on compliance issues on labeling and licensing.
- Mailing notification of trainings throughout the area.
- Would like to see them offered more frequently within the area. this is in reference to the RSVP program.
- More education of the people in the store before the onsite inspections
- More training for the cashiers
- Would like to have training online.
- They should have a local seminar concerning new ABC laws.
- Would like to have more managerial classes offered
- Need to get to the children in the schools.
- More training
- Offer training in more places.
- I'd like to see their programs geared toward establishments that just sell. Now their programs are selling AND serving. It should be focused just on selling or off premise consumption.
- Training a little closer to Martinsville
- More classes need to be provided. They are too limited. They need to be offered more often
- More video tapes on training
- Training video or DVD with the same information as RSVP or MART
- Training, books to know about laws
- She would like to see more training programs offered the Fredericksburg area
- More classes
- More Local Areas would be nice. They come to the bigger cities and it is hard to send employees out to participate in the meetings when they are two hours away.
- Have a booklet listing for each type of operation. For example on for a convenience store. More training also because sometimes I can't send everyone to one training, so maybe if there were more than one. Also maybe have refresher training
- It should be mandatory for employees to go to training because if something goes wrong the owner or manager gets a fine. Or Maybe have the employee get the fine as well
- It would be great if they could do in-store training
- Location of training programs being too far away
- Would like to see them closer to them so they could be trained easier.

**Laws & Regulations & Statutes**

- More in-depth communication on law changes and dates - policy label approval too slow.
- I would like to see a speedy label approval for the winery That's about it
- Guidance to small wineries as to how to distribute product legally it would be beneficial if ABC could provide a distribution license when it applies for its approved winery license
- Would like for more penalties being given to specific employees, instead of to the business, because no matter what he tells his employees he's still liable for their actions -it doesn't matter what he tells his employees, but what they do with that information. More liability on the person, not the business.
- Would like the opportunity to display what they wanted to display
- You think that the ABC licenses should be on a point system for violations.
- More information regarding private clubs on the website regarding laws and regulations. Last time it was hard for me to access.
- More advisement with the age limit so everyone would be aware of the regulations.
- I would like to keep the same license instead of more licenses
- Relax on advertisement regulations.
- Like to know the current law status affecting his business.
- Require that Id must be shown for all ages across the state.
- Respondent feels the food level is too high for the small businesses.
- For employees who sell to underage customers, the employees should be punished more and not the organization. go after the cashiers and not the establishment
- Everybody should have to show an id
-

**Qu 20. What services or programs would you like to see offered by the Department of ABC?**  
**(Continued)**

***Non-Mixed Beverage License Holders (Continued)***

**Agents & Services**

- For the different types of licenses. i wish they had someone whose job was to go around to each establishment to advise you what you can do and what you can't do from a marketing standpoint as to advertising.
- Changes in the regulations
- I would like to see them more localized.
- Be able to answer questions when asked, the valid drivers license for a person in the military is lost and the person is sent a new one but photo is not required. But she would like to know how to sell them, and she asked her ABC agents and they could not answer her question.
- Would like ABC agents to tell the truth.
- Would like to be informed of the types of records that are needed and expected to be available for the inspections.
- When a person calls in a violation they should get rewarded for the call
- In case they come in on a sting operation and if they don't sell to a minor, i would like to be thanked or get a letter that thanks them for doing a good job.
- I wouldn't mind the agent making face-to-face contact with the store once every 6 months.
- I would like to see a thing on what we can do and what we cannot do. I've had the runaround about whether we could hold a wine festival. I had to turn it over to a nonprofit. I'd like to have a meeting where I can get the right answers.
- Would concentrate on businesses that are selling the most alcohol in the area.
- Our establishment would like a license to sell wine. We do provide a lot of food. We don't have a full kitchen.
- I would like to see less entrapment programs that catch people selling to minors. Smaller business cannot recover from such a hit from the mistake. I would like an education and partnership program, for selling to minors.
- I don't like when they bring in kids to try and buy beer.
- After the supreme court decision on interstate shipment of wine, I called VABC and they could not provide me with info on the selling of wine and they referred me to the website which had no info about the shipping of wine on the website.
- One store can sell and another cannot. Implement of laws should be equal to every store.
- For temporary/buffet the turn around time be shorter temporary licenses
- They need to be more consistent. Some of the rules and regulations apply to some establishments and some do not. I know a establishment who got caught selling alcohol to minors three times and nothing was done. The information was turned over to ABC and nothing was done.
- Have agents posted outside of the store, to catch people buying products for children.
- The process of obtaining the license is too intense.
- He would like to be shown more about the programs offered by ABC
- Since I'm a retailer a lot of people ask me there's a million ways to do special events. Every agent you talk to has a different story so that makes it unclear. It's confusing. According to which agent you talk to it changes what you can and what you can't do.
- When you do a good job there should be a good credit system.
- They should check back more regularly
- When you do the sting operation please let them know how they do- say maybe a week or two later.
- When somebody comes in and is over 21 and is already drunk, respondent wants more guidance about selling beer to that person.
- Regular visitation to provide on-site directions.
- A face-to-face visit with the agent
- More visits in the store that are non complaint visits
- Manager knows you and knows who to contact if they need to instead of just sending the packet or a video. we need to know who they are if you want us to follow rules. We haven't seen anybody yet.
- They can offer closer work rather than just coming in checking for violations, possibly a correction period first, for those that try very hard to comply.
- Has problem with the way the ABC tries to 'trap' clients
- I have never seen a ABC agent stop by the store. It would be helpful to see an ABC agent more.
- if you are going to hold a license in your shop for selling alcohol, they should come to your shop and introduce yourself .

**Qu 20. What services or programs would you like to see offered by the Department of ABC?**  
**(Continued)**

**Non-Mixed Beverage License Holders (continued)**

**Publications & Materials**

- With businesses that sell alcohol should be given the brochures that were previously mentioned in order to train employees and help them see the importance of why people are carded, and the correct procedures, etc
- I'd like to see a more comprehensive packet of information sent to businesses by ABC in case the representative are not able to get out to you so you can educate yourself, especially in cases when there is anything new.
- They should provide an updated sticker with the renewable license.
- Should make available the booklets that show the driver's license info for each state, so that consumers can tell whether there are
- Fake id.'s being used.
- I'd like to see a booklet of all id's (including international id's)
- Window signs
- Maybe a banner or some type of window sticker
- I'd like an 800 number I can call when I have questions concerning selling alcohol; any questions that might come up.
- Publication for consumers to explain business' rights
- There should be a 1-800 number on the stickers
- Need something to show these people to help them to get info, such as ID information. to learn to read info about ABC for foreigners
- Request a checklist for Manager to avoid violations.
- Literature like books or other information
- Would like brochures from ABC
- It is better whenever you have some kind of information to mail us, you guys let us know.
- Calendars are better than stickers
- Like to have more clear cut publications of dos and don'ts of wineries (wants to know the rules) ABC circulate dos and don'ts.
- Booklet of exactly what inspectors look for, i.e. how far receipts for alcohol has to go.
- I'd like to receive more information in pamphlets.
- Need information to hand out to new hires
- I'd like to see on the stickers...the dates past 85 in red and before that in black so it'd be easier to see. Also...more responsibility should be put on the kids who are trying to buy something illegally.
- Monthly newsletter, checklist to make sure you have everything
- Something that is offered bilingual.
- Make the stickers with a date on them. Have a calendar so you can pull off the dates. They have them in other states.
- Would like to get the reading material from the ABC to give to his employees.
- Give people a book about all the different infractions and how to avoid them

**General**

- Want the parents to be more aware of what their children are doing and have it posted in the paper.
- More advertisement on TV about the importance of underage drinking and more penalties for those who do.
- The burden of parenting as far as putting the responsibility on us is stressful as far as constantly training the employees and hoping there could be another way to card with less responsibility on us. This is my suggestion to try to take some of the responsibility off of us
- They don't need to send minors in to see if they will be sold alcohol
- The servings programs would be important if they carried a value when the state inspected your establishment. I have to train my own people because I have to inspire in them the procedures they have to follow to catch violators. if I can send my people to be trained and that would carry a point value and if I fail my inspection that point value should count toward the inspection.